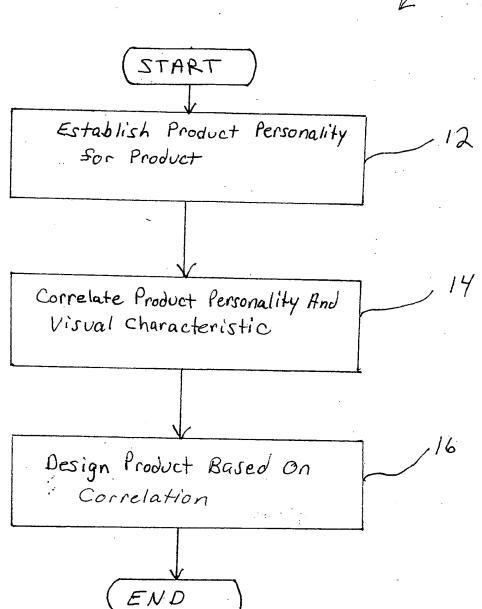
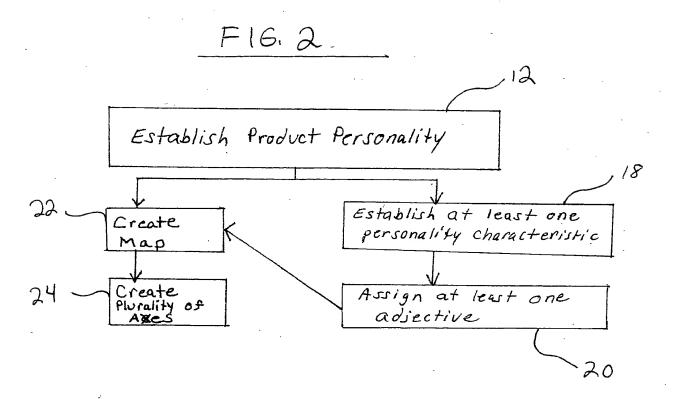
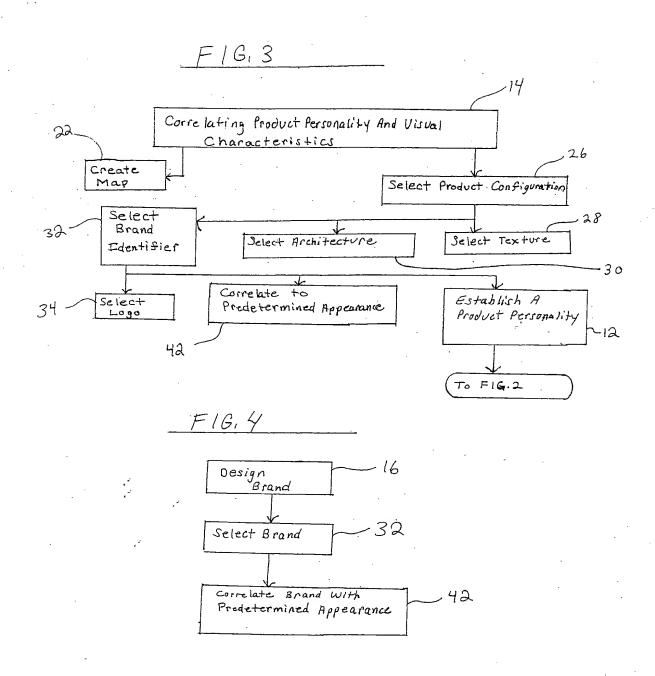
## F1G. 1







Establish Desired Brand Personality For Product Line

Mapping Customer Perception of Brand Personalities

Correlate Visual Characteristics of Brand

Personalities to Desired Brand

Determine Visual Characteristics

of Desired Brand

Design Product Appearance in Response to

Visual Characteristics of Desired Brand

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## F16, 6

Assign Desired Per	sonality Adjectives to Brand	J-60
Associate Plurality of Personality Traits to Ge	Images And a Plurality of enerate an Association	<del>-</del> 62
Correlating Association to Benerate Image	_	64
Create Brand Visual 1 Association on a	Characteristic By Plotting  Perceptual Map	66
Abstract Design From	n Plot and Profile	J 68

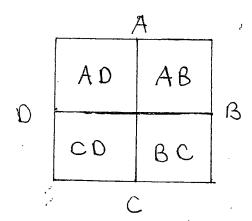
1st Appliance

Product Personality

Visual Characteristic

2nd	Appliance
Product	Personality
Visual C	characteristic

FIG. 8



F16.9

Extroverted

AD AB

Thinking CD BC

Introverted

Feeling

## F16.10

A	В	C	D
Reliable	Accessible	Reliable	Elegant
Friendly	Classic	classic	Dynamic
Practical	Reasonable.	Practical	Creative

FIG. [[

Extroverted	Thinking	Introverted	Feeling
Image	Image 2	Image 3	· · · · · ·
Image 2		I mage 4	Image 4